

In the specification:

The Examiner has objected to the specification because it contains embedded hyperlinks and/or other forms of browser-executable code and has required deletion. Accordingly, Applicants request entry of the following amendments to the specification.

On page 6, please amend the first paragraph as follows:

In one embodiment, a member item 203 is an item that belongs to a group which allows for delivery of additional items to client computer 101. For example, a member item 203 may be a utility program downloaded free of charge or at reduced cost from a web server computer 102. The utility program may be an electronic wallet such as that provided free of charge by The Gator Corporation (~~(www.gator.com)~~)(www.gator.com). In exchange for getting the utility program free of charge or at a reduced-cost, the user agrees to allow the developer or provider of the utility program to deliver additional items to client computer 101. By way of illustration and not limitation, the additional items may include advertising or promotional materials such as other computer programs, electronic coupons, web site access, wall papers, coupons, web site links, banners, pop-ups etc. The additional items may or may not be provided free of charge or at a reduced-cost. In essence, the advertising or promotional materials pay for the creation and maintenance of the utility program.

Beginning on page 8, line 19, through page 9, line 19, please amend the paragraph as follows:

In one embodiment, the advertising delivered to client computer 101 includes targeted advertising (or other types of messages). For example, the advertising provided to a user may be selected based on a web page visited or currently being viewed by a user. This may be accomplished by having bolting engine 205 detect the uniform resource locator (URL) of the web page using a browser API command. The URLs of web pages visited by the user may be stored in a cache for later retrieval and comparison purposes. In one embodiment, support server computer 103 includes a database that categorizes the popular domains on the Internet. For example, support server computer 103 may categorize the domain [~~"www.bookstore.com"~~]
"www.bookstore.com" as relevant to books, [~~"www.dealership.com"~~]"www.dealership.com" as

relevant to cars, [~~"www.sportspage.com"~~]"www.sportspage.com" as relevant to sports, etc. When a user points her browser to a web page, bolting engine 205 may inform support server computer 103 of the URL of the web page. Support server computer 103 may then search its database for a domain name matching the URL of the web page. If there is a match, support server computer 103 may then send bolting engine 205 an advertising vehicle relevant to the web page. For example, if the web page belongs to the domain [~~"www.bookstore.com"~~]"www.bookstore.com", support server computer 103 may then send a book-related advertising to bolting engine 205 for display to the user. Support server computer 103 may also send advertising on behalf of a competitor of a company whose web page or product advertising is being viewed by the user. In the aforementioned bookstore example, support server computer 103 may also send bolting engine 205 advertising on behalf of a competitor of [~~www.bookstore.com~~]"www.bookstore.com. Other targeted advertising techniques may also be used without detracting from the merits of the present invention. Additionally, messages other than advertising may also be sent by support server computer 103 to bolting engine 205.